AMENDMENTS TO THE CLAIMS

1-6. (Cancelled)

7. (New) A plasma display device comprising:

a plurality of discharge cells arranged to show a single color or multiple colors; and phosphor layers disposed so as to correspond to the discharge cells and to be excited by ultraviolet rays for emitting light,

wherein a composition formula of at least one phosphor layer of the phosphor layers is $Ba_{(1-x-y)} Sr_y MgAl_{10}O_{17}:Eu_x$,

wherein x has a value such that $0.01 \le x \le 0.20$, and y has a value such that $0 \le y \le 0.30$, and wherein the phosphor layer is formed of a phosphor which has been heat-treated in an oxidizing atmosphere.

8. (New) The plasma display device of claim 7,

wherein a heat-treatment temperature in the oxidizing atmosphere is not less than 600 $^{\circ}$ C and not more than 1000 $^{\circ}$ C.